

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**Norman Announces Built-In PocketWizard™ in Battery Portable Systems**

February 21, 2006, Minneapolis, MN

The Norman division of Photo Control Corporation announces all Norman Battery Portable kits are now available with lampheads that include built-in PocketWizard™ radio transceivers. It is now possible to trip single or multiple remote flash systems without the hassle of trip cords or photo eyes. The system can be set to operate from any channel selected on a PocketWizard™ transmitter, and the transceiver sends confirmation whenever a signal is received.

It is also possible to upgrade existing Norman 200B, 200C and 400B Battery Portable systems to wireless actuation by adding a lamphead with the built-in transceiver. These new lampheads plug directly into existing Norman Battery Portable power supplies with no additional modifications.

Photo Control Corporation is a Minneapolis, MN based manufacturer of professional photographic equipment that includes the Norman, Camerz and Lindahl brands.